

## German Design Council presents golden 2022 German Brand Award to CALOSTAT® from Evonik

10 June 2022

- Evonik's CALOSTAT® brand receives a coveted gold award in the "Excellent Brands: Building & Elements" category
- Jury recognizes the integrated communications strategy behind the non-flammable, high-performance insulating material
- CALOSTAT® is the recipient of the German Design Award, the German Innovation Award and the German Brand Award

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**Hanau.** CALOSTAT®, Evonik's brand of mineral-based, high-performance insulating material, has won the gold level in the "Excellent Brands: Building & Elements" category for this year's German Brand Award. One of Germany's most important branding prizes, this prestigious award recognizes companies and marketers from every industry who have risen above the competition with their exemplary brand launches, sustainable campaigns and extraordinary marketing projects.

Having already received the German Design Award and German Innovation Award for CALOSTAT®, Evonik has now won over the German Brand Award jury as well. Winning all three awards is a rare, extraordinary accomplishment. The jury's reasoning: "In just a few years, Evonik has managed to turn CALOSTAT® into a known quantity in the mineral-based, high-performance insulating materials segment. While the properties of the sheets themselves—slim, safe and sustainable—lie at the heart of this remarkable achievement, the team also owes its success to having packaged those properties into an integrated communications strategy that grabbed the attention and curiosity of the industry, both in terms of style and content. It's an amazing accomplishment—one that once again demonstrates the power of good branding."

A purely mineral-based, high-performance insulating material, CALOSTAT® is non-combustible yet also very slim. Evonik

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manufactures these products under the brand name CALOSTAT® at its Hanau site.

“At first glance, our product doesn’t exactly scream excitement. Which makes us all the more pleased that the German Design Council has recognized the branding work we’ve done to put the product’s outstanding properties in the spotlight,” says a happy Frank Gmach, Director of Marketing for CALOSTAT®.

More information on CALOSTAT® is available at <https://www.calostat.com/de>.

#### **Company information**

Evonik is one of the world leaders in specialty chemicals. The company is active in more than 100 countries around the world and generated sales of €15 billion and an operating profit (adjusted EBITDA) of €2.38 billion in 2021. Evonik goes far beyond chemistry to create innovative, profitable and sustainable solutions for customers. About 33,000 employees work together for a common purpose: We want to improve life today and tomorrow.

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